

JUN 28 1943

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**FRANCES HUGHES, Editor**

6 WEST 52nd STREET

NEW YORK, N. Y.

ELdorado 5-3693



## FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last-minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

### WEEK ENDING SATURDAY, JUNE 26, 1943

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Saturday June 26 10:30 A.M.	FINAL SPRING MEETING OF "TRICKS FOR TEENS" CLUB This is the last meeting of the season until next Fall. A teen-age fashion show, full of vacation and early Fall styles will be the main feature. Also entertainment by Jerry Wald, orchestra leader, and Berry Kroeger, the "Falcon" of the famous radio mystery program. Also Vera Banton, the Army and Navy E girl, official saluter of workers getting the E flag. Teen-agers, Press and public invited. Publicity: Margaret Pierce, LA. 4-7000.	SAKS 34TH STREET	B'WAY AT 34TH STREET 2ND FLOOR
Saturday June 26 1:00 P.M.	VACATION CLOTHES IN LUNCH HOUR FASHION SHOW In this first of a series of quick lunch hour fashion showings, vacation clothes are the theme. Three kinds of vacations and the clothes needed for them will be emphasized. 1. Regular vacations; 2. Girls visiting army camps; 3. Girls spending vacations on farms. This promises to be an interesting and timely event. Open to Press and public. Publicity: Doris Bartnet, PE. 6-5100.	GIMBEL BROS.	B'WAY AT 33RD STREET 3RD FLOOR
Beginning Saturday June 26	REGARDING SATURDAY STORE CLOSINGS OF NEW YORK STORES Instead of waiting until July, two of New York's stores began their Saturday closing season last week; B. ALTMAN and LORD & TAYLOR. Others, including BONWIT TELLER and SAKS FIFTH AVENUE, and several of the Uptown Retail Guild stores begin this Saturday, June 26th on their Summer closing schedule to last through August. Still other stores begin their Saturday closing season July 4th or July 10th. These include ARNOLD CONSTABLE, ABRAHAM & STRAUS, FRANKLIN SIMON, FREDERICK LOESER and STERN BROTHERS. Department stores which will remain open on Saturdays throughout the Summer include GIMBEL BROTHERS, THE NAMM STORE, SAKS 34TH STREET, JOHN WANAMAKER and JAMES A. HEARN. Uncertain whether it will remain open or closed Saturdays is BEST & CO.		
Saturday June 26- July 1	INFORMAL EXHIBIT OF FASHION ILLUSTRATIONS To announce a new course that will be given in the Summer session, the School will display a collection of fashion illustrations by Thelma Kathan, formerly a fashion page art director, as well as staff artist and advertising manager, who is now an instructor at the School. Open to public, 9 to 9; Saturdays until 5. Contact: Dorothy Tyroler, CO. 5-2077.	TRAPHAGEN SCHOOL OF FASHION	1680 BROADWAY
Sunday June 27 2:00 P.M.	"TRIBUTE TO RUSSIA" MEETING Governor J. Howard McGrath of Rhode Island will be Chairman of this final meeting climaxing a week of city-wide observance of "Tribute to Russia" week. A pageant participated in by 700 persons will be presented, and Alexander Kipnis, Metropolitan Opera star will sing. (Continued on following page)	RUSSIAN WAR RELIEF	RANDALL'S ISLAND STADIUM, N.Y.C.



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
(Continued from preceding page)			
	Randall's Island meeting include: Joseph E. Davies, Mayor F. H. LaGuardia, Sidney Hillman of Amalgamated Workers of America, and government and military leaders of the U. S. and Soviet Union. Tickets, 25¢, 50¢ and in reserved section, \$2, obtainable from Mr. Allen Wardwell, Russian War Relief, 11 East 35th Street, MU. 6-3203.		

Now Showing Through June 30	FALL LINGERIE COLLECTION	MUNSINGWEAR	200 MADISON AVENUE
	Trade and Press welcome to see Fall Collection. No appointment necessary. Contact: Mr. Fletcher, CA. 5-7666.		

Now Showing	FALL FASHION COLLECTION	SPECTATOR SPORTS INC.	530 SEVENTH AVENUE
	Two showings daily, 10:30 A.M. and 2:30 P.M. Press by appointment. Contact: Miss Mason, BR. 9-0091.		

Now Showing	FALL FASHION COLLECTION	PATTULLO MODES	498 SEVENTH AVENUE
	No appointment necessary. Contact: Marjorie Zipser, ME. 3-5650.		

Now Showing	FALL SPORTSWEAR COLLECTION	ERICA DE MUERON	41 WEST 57TH STREET
	Erica de Mueron is a young designer with growing recognition in the field of hand knit sportswear, consisting of suits and dresses. She applies the continental touch from her own French background, but has thoroughly mastered American production methods. Press invited. No appointment necessary. Contact: PL. 5-9148.		

Now Showing	FALL MILLINERY COLLECTION	GLADYS & BELLE	20 WEST 57TH STREET
	Press by appointment. Contact: Miss Belle, CI. 6-1360.		

Now Showing	FALL HAT COLLECTION	NORTHRIDGE INC.	1 WEST 57TH STREET
	No appointment necessary. Contact: Mr. Northridge, PL. 3-8380.		

WEEK BEGINNING MONDAY, JUNE 28, 1943

Monday June 28	OFFICIAL OPENING: FALL MILLINERY MARKET WEEK. Contact: Millinery Stabilization Commission, Inc., 1450 Broadway, CH. 4-6547.		
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Monday June 28	PUBLICATION DATE: "I TOOK A WAR JOB"	JOSEPHINE VON MIKLOS	SIMON & SCHUSTER AT ALL BOOK DEPTS.
	Announcement is made herein of this book by Miss Von Miklos, who is well-known to the Fashion industry as a fashion photographer and industrial designer of cosmetic packaging. She was among the first to leave fashion work and join a war plant. The latter has given her the background for the above title. The book is highly heralded by publishers and critics. Sold at all book shops for \$2.		

Monday 6/28-7/24	EMPIRE RACE MEET	EMPIRE CITY RACING ASSOCIATION	YONKERS, NEW YORK
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<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday June 29 11:00 A.M.	PRESS PREVIEW: ADVANCE FALL MILLINERY COLLECTION By invitation only. Publicity: Viola Shefer, PL. 3-2117.	MADAME PAULINE	6 EAST 53RD STREET
Tuesday June 29 1:00 P.M. Luncheon	JUNIOR-DEB HIGH SCHOOL BOARD LUNCHEON Luncheon for members of High School Board who have worked in Macy's Saturdays as part of their High School Board promotional program. Winner of \$200 college wardrobe will be announced. Awarded to member of Board who has contributed most during past year. By invitation only. Publicity: Kay Inglis Jones, CH. 4-2000.	R. H. MACY & CO.	HERALD SQUARE EXEC. DINING RM., 13 FL.
Tuesday June 29 5:00 P.M.	FASHION AUCTION Eddie Cantor will be chief auctioneer at this United Jewish Appeal fashion auction. Goods to be auctioned include valuable donations from leading stores, as dresses, furs, hats and accessories. Other stage and radio stars will help with the auction. Co-Chairmen of the event: Ann Goodman, Nettie Rosenstein and Tobe. Tickets, \$1, obtainable at U. J. A., 250 W. 57th St. Contact: Sylvia Bakst, CO. 5-2200.	BUSINESS WOMEN'S DIVISION PLAZA HOTEL OF UNITED JEWISH APPEAL	GRAND BALLROOM
Wednesday June 30 11:00 A.M.	EARLY FALL MILLINERY PRESS PREVIEW By invitation only. Publicity: Viola Shefer, PL. 3-2117.	SUZANNE ET ROGER	24 EAST 64TH STREET
Month of July	150 MILLION JULY WAR BOND QUOTA DRIVE To raise 150 million dollars to finance a new airplane carrier called the "Shangri-La" to be donated to the United States by the American retailers, a drive is planned for July to raise the amount with War Bonds and Stamps. As part of the program, the United States Treasury will issue, upon request, a special 15-minute recorded radio show with Mrs. James Doolittle, wife of the General; Grace Moore; Edwin C. Hill and Larry Elliott, plus an orchestra and chorus directed by David Brickman. For further information, contact: Mr. E. S. Hoyt, PE. 6-2155.	NATIONAL RETAIL DRY GOODS ASSOCIATION	STORES THROUGHOUT UNITED STATES
Thursday July 1 11:00 A.M.	PRESS PREVIEW: FALL MILLINERY COLLECTION Press, by invitation only. Contact: Marion Hano, PL. 8-1525.	FLORENCE REICHMAN	1 WEST 57TH STREET
Thursday July 1 2:00- 6:00 P.M.	PREVIEW: "AIRWAYS TO PEACE" EXHIBIT This is a visualization of the strategic areas of the war, shown with the aid of maps, spheres, drawings, photographs and models. This is a chance to understand the distances our armed forces have to cover by air, by sea and by land. Preview, July 1, by invitation. Open to public, July 2-Oct. 17. Publicity: Sarah Newmeyer, CI. 5-8900.	MUSEUM OF MODERN ART	11 WEST 53RD STREET 2ND FLOOR
Mon., 7/5	CELEBRATION OF INDEPENDENCE DAY.		
Beginning Tuesday July 6 9:30 A.M.- 12:45 P.M.	SPEED-UP FASHION MERCHANDISING COURSE This is a 15-week cooperative program which includes lectures, book instruction and actual store work. At the end of the term, the students are ready for jobs in stores. Cost: \$350 for the course. For further details, write for catalog to Miss V. F. Hancock, Register, CH. 4-5288.	LABORATORY INSTITUTE OF MERCHANDISING	45 WEST 34TH STREET







<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday July 12	FALL OPENING	CHICAGO MILLINERY MARKET	INDIVIDUAL SHOWROOMS CHICAGO, ILLINOIS
Tuesday July 13 9:30 A.M.	MMEA FASHION CLINIC Virginia Pope, Fashion Editor, N. Y. Times, will be directrice of this millinery clinic. Open to MMEA members and retailers throughout the country who happen to be in New York. Admission, \$5 for members; \$10 for non-members. Publicity: Miss Weintraub, PL. 3-2116.	MILLINERY MERCHANDISE EXECUTIVES ASSOCIATION	WALDORF ASTORIA HOTEL ASTOR GALLERY, JADE RM.
Tuesday July 13 7:00 P.M. Dinner, 8:30 P.M. Show	FALL HAT FASHION SHOW AND DINNER "Streamlined but appealing", is the description of this informal dinner and fashion presentation, proceeds to go to a war charity. This showing takes place two weeks after the Fall Millinery Market Openings, which begin June 28th. 32 firms will exhibit; 22 Uptown Houses showing three hats each; 21 Popular Price Producers showing two hats each. They are: <u>Uptown:</u> Annas', Braagaard, Hattie Carnegie, Bernice Charles, Lilly Dache, Delle Donne, Peg Fischer, Walter Florell, Vogue Hats (Garfunkel Makers), Helene Garnell, Germaine Montabert, Gladys & Belle, Harryson Hats, G. Howard Hodge, Jeanne Tete, John Frederics, Miriam Lewis, Edgar J. Lorie, Milgrim Hats, Mme. Pauline, Florence Reichman, Sally Victor. <u>Popular Price:</u> Alba, Alfreda, Berkley, Brandt, Joe Cohn, Croyden, Abe Del Monte, Elizabeth, Oscar Friedman, Harry Furst, B. J. Goldenberg, Greenstein & Flaum, Luxor, Walter K. Marks, Frances and Walter Nelkin, New Schachter, O'Connell, Parfait, David Rothman, Schoen, Woodmere. Admission: \$12.50 for dinner and show; \$7.50 for show only. Contact: Mary Kelly, CH. 4-6547.	MILLINERY STABILI- ZATION COMMISSION	WALDORF ASTORIA HOTEL BALLROOM
Wednesday July 14 11:00 A.M., 5:00 P.M.	PRESS PREVIEW: FALL MILLINERY COLLECTION A smart clientele is always to be found at the Erik showings. Press by invitation for the 11:00 A.M. show. At 5:00 P.M., the Trade is invited. Publicity: Elizabeth M. Maher Associates, EL. 5-4248.	ERIK	15 EAST 53RD STREET
Wednesday July 14 5:00 P.M.	PRESS PREVIEW: OPENING NEW SHOP Reine Inc. is the Americanization of the former owner of Reine d'Angleterre of Paris. She will carry a de luxe line of furs, millinery and accessories. Fashion Press and Cosmetic Editors, by invitation. Publicity: Countess Albert de Munn, PL. 3-0942.	REINE INC.	4 EAST 57TH STREET

Beginning Monday July 26	<u>OPENING DATES OF COLLEGE SHOPS IN NEW YORK AND METROPOLITAN STORES</u> Other stores' college shop openings will be announced as dates are released.		
	<u>MONDAY, JULY 26</u>	<u>TUESDAY, AUGUST 3</u>	
	B. ALTMAN & CO., 5TH AT 34TH 3rd floor. Details later, Publ.: Faith Willcox, MU. 9-7000.	SAKS 34TH ST., HERALD SQUARE 3rd floor. Details later. Publ.: Margaret Pierce, LA. 4-7000.	
	R. H. MACY & CO., HERALD SQUARE 3rd floor. Details later. Publ.: Kay Jones, CH. 4-2000.	<u>MONDAY, AUGUST 9</u> FRANKLIN SIMON, 414 5TH AVE. 3rd floor. Details later. Publ.: Mildred Kaldor, WI. 7-9600.	
	<u>FIRST WEEK IN AUGUST</u>		
	OPPENHEIM COLLINS, 33 W. 34TH ST. Details later. Publicity: Ruth LeBron, WI. 7-8200.	<u>MONDAY, AUGUST 16</u> FREDERICK LOESER, 484 FULTON ST. Publ.: Rose Rulnick, TR. 5-8100.	



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday 7/26-8/28	SARATOGA RACE MEET	SARATOGA RACING ASSOCIATION	????
Wednesday July 28	NEWSSTAND DATE: MADEMOISELLE COLLEGE ISSUE (Street & Smith) 1 EAST 57TH ST. Contact: Promotion Director, Helen Valentine, PL. 3-1030.		
Friday July 30	NEWSSTAND DATE: LADIES HOME JOURNAL COLLEGE ISSUE 1270 SIXTH AVENUE Contact: Fashion Department, CI. 7-0700.		
Friday July 30	NEWSSTAND DATE: CHARM COLLEGE ISSUE (Street & Smith) 79 SEVENTH AVENUE Contact: Lois Ullman, Promotion Manager, WA. 9-8070.		
Week of August 2	INTERSTATE MERCHANTS COUNCIL	CHICAGO ASSOCIATION OF COMMERCE	CHICAGO MERCHANDISE FAIR, CHICAGO, ILL.
	A showing of wholesale dry goods and kindred lines will be held in Chicago as part of the regular Fall market plans. Coincident with the semi-annual gift show held there by the Chicago Merchandise Fair. Merchants throughout the vicinity will gather in Chicago to buy from one central source instead of travelling as in former years.		
Friday August 6	NEWSSTAND DATE: VOGUE COLLEGE ISSUE (Conde Nast) 420 LEXINGTON AVENUE Contact: Albert Kornfeld, MO. 4-7500.		
Friday August 6	NEWSSTAND DATE: HARPER'S BAZAAR COLLEGE ISSUE 572 MADISON AVENUE Contact: Esther Lyman, WI. 2-2800.		
Friday August 20	NEWSSTAND DATE: WOMAN'S HOME COMPANION TEEN AGE ISSUE, 250 PARK AVENUE Teen-Age fashions and beauty issue. Contact: Elizabeth Ambrose, EL. 5-5200.		
Wednesday August 25	NEWSSTAND DATE: PARENTS' BACK-TO-SCHOOL ISSUE 52 VANDERBILT AVENUE Contact: Mr. Oechener, CA. 5-6810.		

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<u>DATES AHEAD</u>			<u>RED LETTER WEEKS</u>	
July	4	INDEPENDENCE DAY (Celebrated Mon.)	Sept. 11-18	NATIONAL FELT HAT WEEK
			Sept. 13-18	CONSTITUTION WEEK
Aug.	19	NATIONAL AVIATION DAY (Thurs.)	Sept. 19-25	NATIONAL DOG WEEK
Sept.	6	LABOR DAY (Mon.)	Oct. 1-11	NATIONAL BRANDS WEEK
Sept.	13	1ST DAY OF SCHOOL (Mon.)	Oct. 2-9	NATIONAL RETAIL FURNITURE WEEK
Sept.	23	1ST DAY OF AUTUMN (Thurs.)	Oct. 3-9	FIRE PREVENTION WEEK
Sept.	30	1ST DAY: JEWISH NEW YEAR (Thurs.)*	Oct. 3-9	NATIONAL LETTER WRITING WEEK
Oct.	1	MOVING DAY (Fri.)	Oct. 10-16	NATIONAL BUSINESS WOMEN'S WEEK
Oct.	9	JEWISH DAY OF ATONEMENT (Sat.)*	Oct. 10-17	NATIONAL WINE WEEK
Oct.	12	COLUMBUS DAY (Tues.)	Oct. 11-17	BIBLE WEEK
Oct.	27	NAVY DAY (Wed.)	Oct. 17-23	NATIONAL PHARMACY WEEK
Oct.	31	HALLOWE'EN (Sun.)	Oct. 24-31	NATIONAL APPLE WEEK
			Oct. 31-11/6	NATIONAL GIRL SCOUT WEEK

\*Market closed for all practical purposes.



MUSIC... THEATRE... MOVIES... NIGHT SPOTS

- Now.....COOL PLACE TO EAT: HOTEL BILTMORE ROOF, MADISON AVE. AT 43RD STREET  
 Open Cooled by natural breezes and tuned by Ray Heatherton's Band. Fountains, skating, singing and dancing stars. Good service, roomy dancing. Dinner, a la carte. Cover charge, week days, after 10:30, \$1. Saturdays, \$1.50. Publicity: Albert S. Crockett, MU. 9-7920.
- Tuesday...PREMIERE: "VAGABOND KING" SHUBERT THEATRE, 225 W. 44TH STREET  
 June 29 This is a Russell Janney revival of the popular Friml operetta with a fine cast including John Brownlee of the Metropolitan, Jose Ruben, and chorus of 67 voices with an augmented orchestra and a corps de ballet. Costumes by James Reynolds. Publicity: Wallace Munro, VA. 6-1349.
- Tuesday...PREMIERE: "BEST FOOT FORWARD" (Movie) ASTOR THEATRE, B'WAY AT 44TH STREET  
 June 29 This is M.G.M.'s big technicolor version of the George Abbott Broadway musical comedy success, with a big and costly cast including Lucile Ball, William Gaxton, Virginia Weidler and the idol of the younger generation, Harry James and his Orchestra. Costumes by Irene. Publ.: Lou Smith, BR. 9-7800.
- Beginning..COMING ATTRACTIONS AT STADIUM CONCERTS, LEWISOHN STADIUM, 138TH AT AMSTERDAM  
 Tuesday Tuesday, June 29--Veronica Mimoso, 17 year old American pianist.  
 June 29 Thursday, July 1--Paul Robeson and Robert Shaw Collegiate Chorale.  
 9:30 P.M. Monday, July 5 ---George Gershwin Night, conducted by Alexander Smallens.  
Thursday, July 8--Viennese Night, conducted by Robert Stoltz.  
Monday, July 12---Special Joint Festival with Argentinita & Iturbi.  
Wednesday, July 14--Teresa Sterne, 16 year old pianist.  
 Publicity: Dorle Jarmel, CI. 7-6900.
- Thursday...ENGAGEMENT: MORTON DOWNEY, BALLAD SINGER AT WALDORF ASTORIA, STARLIGHT ROOF  
 July 1 Publicity: Ross Associates, BR. 9-5906.
- Thursday...PREMIERE: "BOMBARDIER" (Movie) CRITERION THEATRE, 1514 BROADWAY  
 July 1 This is R.K.O.'s air saga starring Pat O'Brien and Randy Scott with Anne (Tentative) Shirley and Eddie Albert. The story is that of America's secret weapon, the Norden Bomb Sight. This is a war thriller with a few documentary inserts. Costumes by Renie. Publicity: Rutgers Neilson, CO. 5-6500.
- Friday....PREMIERE: "BACKGROUND TO DANGER" (Movie) STRAND THEATRE, B'WAY AT 47TH ST.  
 July 2 A warner Bros. picture starring George Raft and Brenda Marshall. Fashions by Milo Anderson. Publicity: Eva Siegel, CI. 6-1000.
- Saturday...PREMIERE: "VICTORY THROUGH AIR POWER" (Movie) GLOBE THEATRE, 1555 BROADWAY  
 July 3 This is United Artists' great air picture by Walt Disney dramatizing Major Alexander de Seversky's book. A picture everyone has been awaiting. Publicity: Robin Harris, BR. 9-7300.
- Wednesday..WORLD PREMIERE: "FOR WHOM THE BELL TOLLS" (Movie) RIVOLI THEATRE, B'WAY AT 49  
 July 14 Paramount's magnum opus for the year, 1943. The movie version of Ernest Hemingway's novel, starring Ingrid Bergman and Gary Cooper. So certain is Paramount of this smash hit, that it has not even permitted a Press preview. The Press will see it for the first time when the public does. Publicity: Aileen Brenon, BR. 9-8700.
- Friday....PREMIERE: "THIS IS THE ARMY" (Movie) HOLLYWOOD THEATRE, B'WAY AT 52ND ST.  
 July 23 This is the big much-awaited Warner's army movie, produced on Broadway last year by Irving Berlin, featuring George Murphy, Charles Butterworth, George Tobias, Joan Leslie, Lt. Ronald Reagan, Una Merkel, and others. Fashions by Orry-Kelly. Publicity: Eva Siegel, CI. 6-1000.
- Friday....PREMIERE: "THE CONSTANT NYMPH" (Movie) STRAND THEATRE, B'WAY AT 47TH STREET  
 July 23 This is Warner Bros. romantic escapist movie of the one-time popular novel. It stars Joan Fontaine, Charles Boyer, Brenda Marshall, Alexis Smith and others. Fashions by Orry-Kelly. Publicity: Eva Siegel, CI. 6-1000.